

WHAT IS CLAIMED IS:

1. A method of providing a position-based service to a mobile user, comprising:
- 5 establishing a connection between a wireless mobile terminal and a central site server;
- repeatedly determining a present position of the wireless mobile terminal;
- alternatively enabling or disabling the determining of the present position of the wireless mobile terminal in dependence on a switch signal, wherein the step of alternatively enabling or disabling the determining of the present position
- 10 information does not affect whether power is applied to other components of the wireless mobile terminal;
- in the central site server, for each of the determined present positions, accessing an automated database and retrieving therefrom information that corresponds to the present position;
- 15 for each of the determined present positions, communicating the retrieved corresponding position-based information from the central site server to the wireless mobile terminal by means of the established connection; and
- in the mobile terminal, supplying the position-based information to an output device, thereby making it available to the mobile user,
- 20 whereby as the present position of the mobile user changes, the mobile user is supplied with information pertinent to the present position.
2. A system for providing a position-based service to a mobile user, the system comprising:
- 25 a wireless mobile terminal;
- a central site server;
- a mechanism that establishes a connection between the wireless mobile terminal and the central site server;

a mechanism that repeatedly determines a present position of the wireless mobile terminal;

a switch that alternatively enables or disables the determining of the present position of the wireless mobile terminal, wherein the switch does not affect whether power is applied to other components of the wireless mobile terminal;

in the central site server, a mechanism that uses each of the determined present positions to access an automated database and retrieve therefrom information that corresponds to the present position;

in the central site server, a mechanism that communicates each of the retrieved corresponding position-based information from the central site server to the wireless mobile terminal by means of the established connection; and

in the mobile terminal, a mechanism that supplies the position-based information to an output device, thereby making it available to the mobile user,

whereby as the present position of the mobile user changes, the mobile user is supplied with information pertinent to the present position.

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